DRAWINGS

Replacement drawings for FIGs. 2-17 are attached. These replacements are intended to satisfy the Examiner's objections without making any substantive changes to the content or teachings of the drawings.



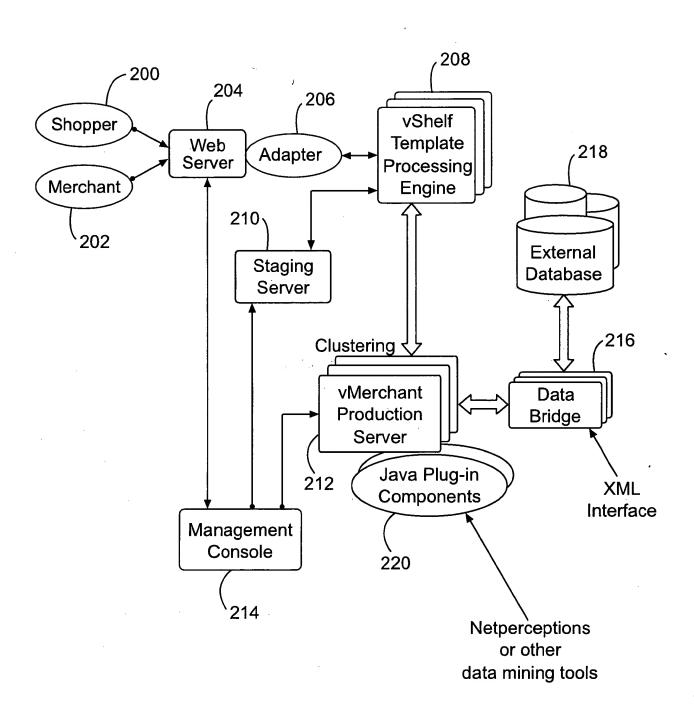


Fig. 2



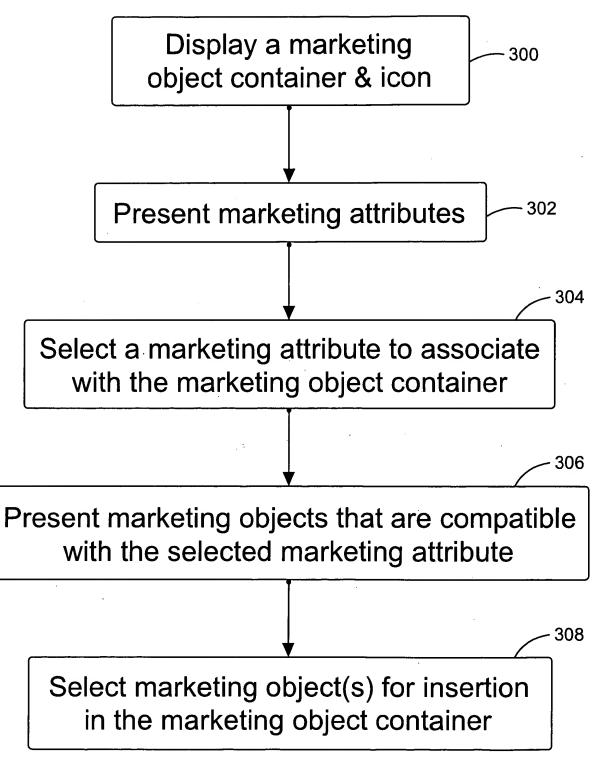
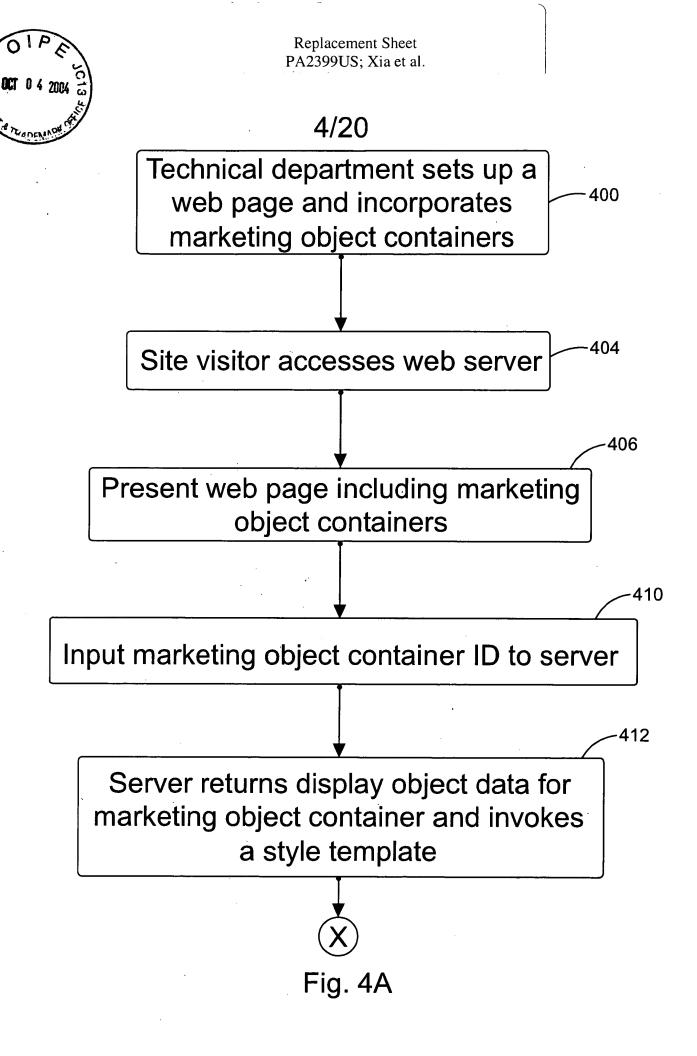


Fig. 3



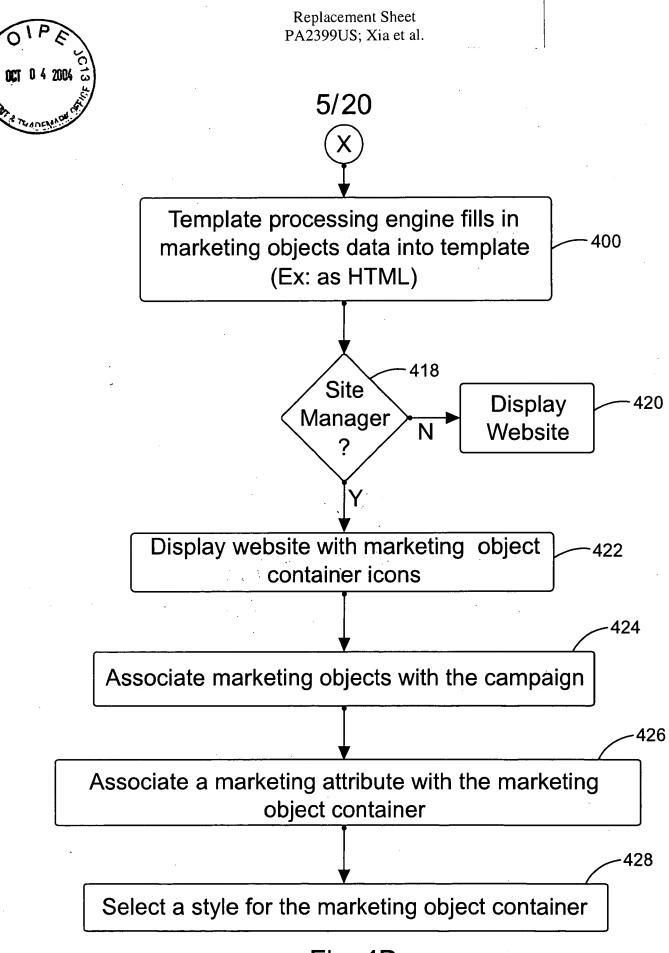


Fig. 4B



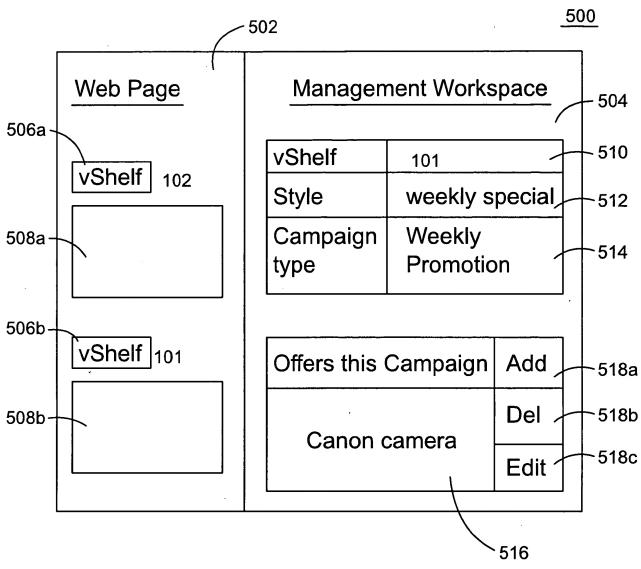
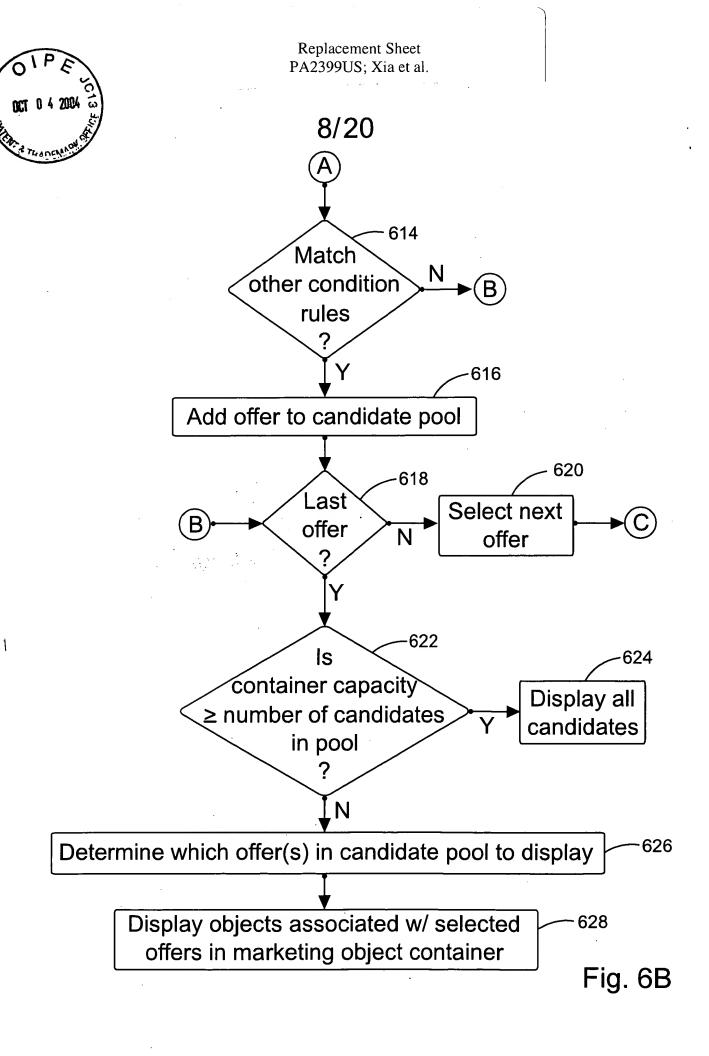


Fig. 5





Feature Binding

Marketing Container ID	Feature		
102	Cross sell		

Fig. 7A

Feature Table

700

Feature	Current Item	Item		
Cross sell	Canon camera	Camera pouch		
Cross sell	Canon camera	Slide pager		
Up sell	Canon camera	Nikon camera		

Fig. 7B



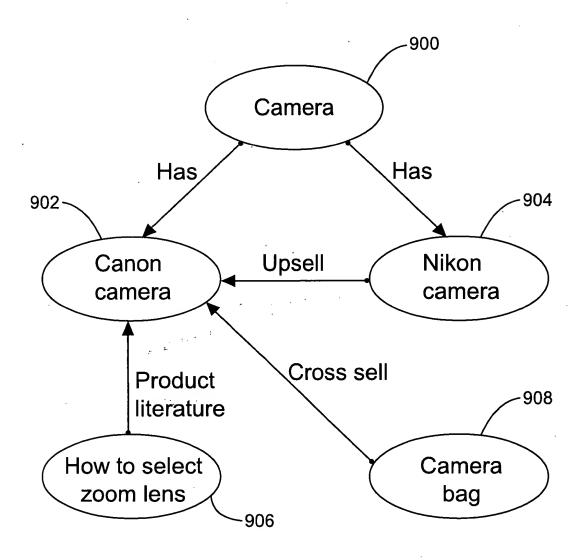


Fig. 8



Fig 9A
Fig 9B
Fig 9

Cross Sells in the Feature Table (semantic network)

Featu- re	Current Item	Item	Starting time	Ending Time	Marketing Object Container	Targe- ting Group	Cont- ext Targe- ting
Cross Sell	Canon EOS Rebel G with Tamron 28- 80mm Zoom Lens Item 916218136466	Leather Photo/Audio Pouch Item 916218137347	Jun 10 1999 10:00 PM	Jul 10 2001 10:00 PM	410; 1001120 3;		For Men
Cross Sell	Canon EOS Rebel G with Tamron 28- 80mm Zoom Lens Item 916218136466	35mm Slide Pages, 50 Pk. Item 916218137687	Jun 10 1999 10:00 PM	Jul 10 2000 10:00 PM	410; 1001120 3;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Clamplite Camera/Video Illumination Device Item 916218136025	Jun 10 1999 11:00 PM	Jul 10 2000 11:00 PM	410;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Leather SLR Compartment Case Item 916218147792	Jun 10 1999 11:00 PM	Jul 10 2001 11:00 PM	410;		·
Cross Sell	Kids II Easy-Fit Soft Sole Shoes Item 916218141753	© Disney Ursula Doll Item 916218139290	Jun 10 1999 11:00 PM	Jul 10 2001 11:00 PM	410;		



Cross Sell	Hewlett Packard Laserjet 3100se Printer Item 916218146440	Hewlett Packard Bright White Inkjet Paper Item 9126218145729	Jun 10 1999 11:00 PM	Jul 10 2001 11:00 PM	410;	
Cross Sell	Camping Package Item 1216	Holga 120S Box Camera Item 916218137016	Jun 12 1999 1:00 PM	Jul 12 2004 1:00 PM	410;	Deal Fin- der;
Cross Sell	Canon EOS Rebel G with Tamron 28- 80mm Zoom Lens Item 916218136466	ColorPage – Color Scanner Item 916218135705	Jun 24 1999 11:00 AM	Jul 27 2000 11:00 AM		
Cross Sell	Camping Package Item 1216	Tour Gate Package Item 2007	Jun 27 1999 12:00 PM	Jul 27 2000 12:00 PM	1001120 7;	
Cross Sell	JBL 2-Way Dual 4- 1/2 Center Channel Speaker Item 916218148833	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	Jun 27 1999 6:00 PM	Jul 27 1999 6:00 PM		
Cross Sell	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	JBL 2-Way Dual 4-1/2 Center Channel Speakr. Item 916218148833	Jun 27 1999 6:00 PM	Jul 27 1999 6:00 PM		
Cross Sell	The Crosley 1930's Bluebird Radio Replica Item 916218137898	Crosley Country Wall Phone Item 916218138008	Jun 27 1999 8:00 PM	Jul 27 2000 8:00 PM		
Cross Sell	Canon EOS Rebel G with Tamron 28- 80mm Zoom Lens Item 916218136466	Vivitar ViviCam 2500 Digital Camera Item 916218146951	Jun 28 1999 5:00 AM	Jul 28 1999 5:00 AM	1001120 3;	
Cross Sell	Canon EOS Rebel G with Tamron 28- 80mm Zoom Lens Item 916218136466	ColorPage – Color Scanner Item 916218135705	Aug 25 1999 2:00 PM	Sep 24 1999 2:00 PM		

Fig 9B



Replacement Sheet PA2399US; Xia et al.

Fig. 10

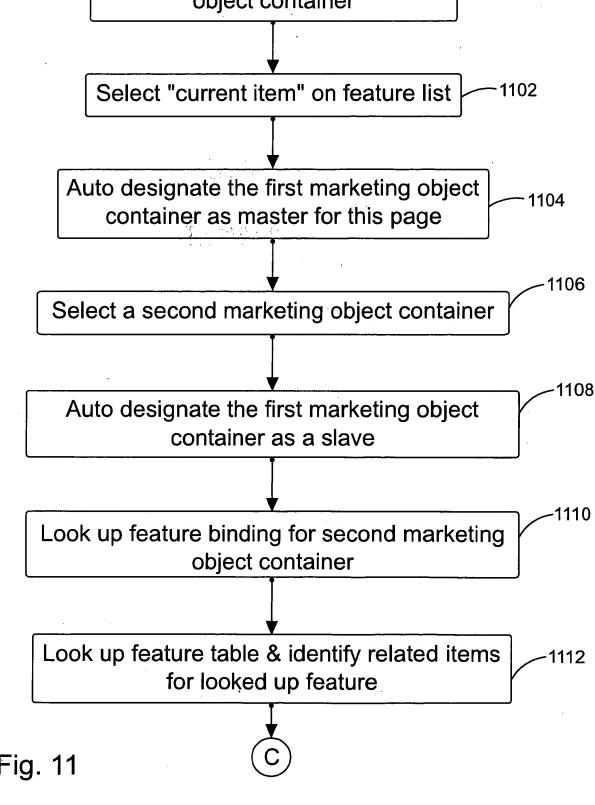


Fig. 11



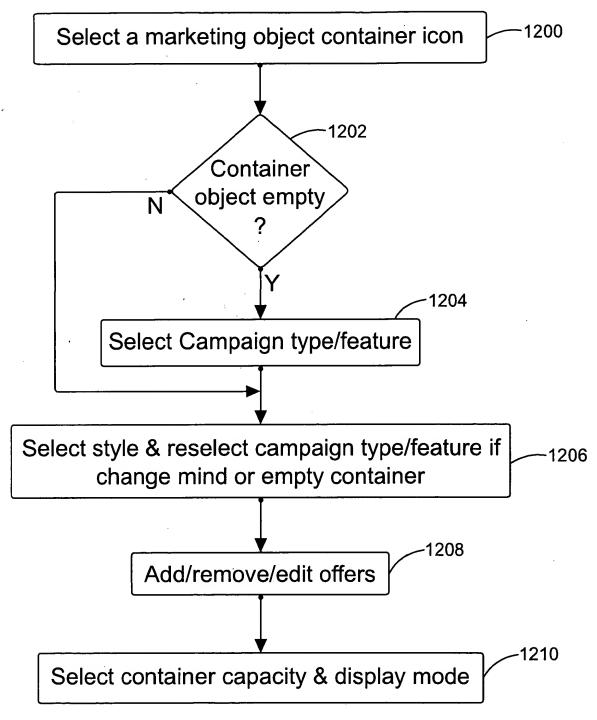


Fig. 12



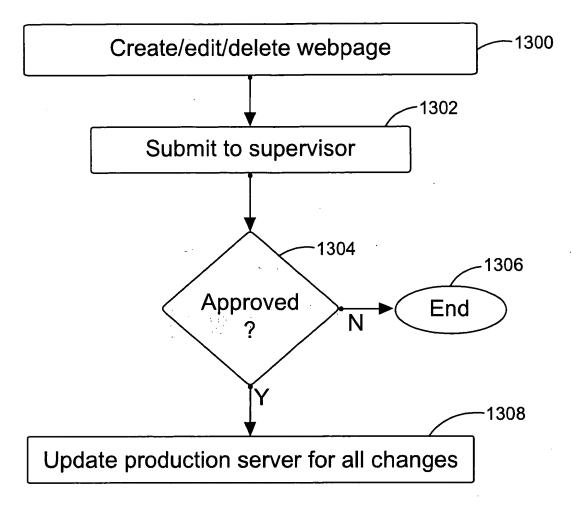
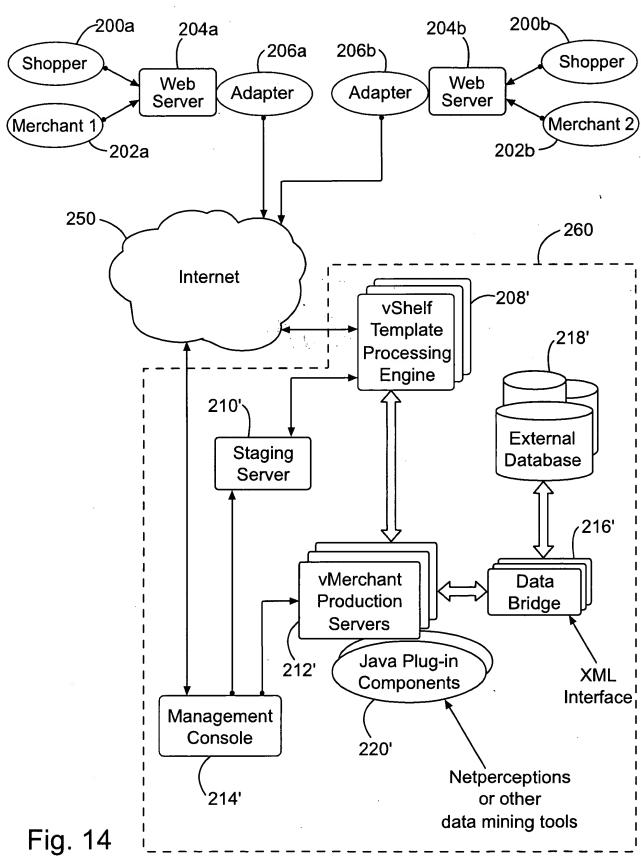


Fig. 13







1400 Rent out a marketing object container to a first party, wherein the marketing object container is presented in a webpage controlled by a second party 1402 The first party associates an attribute with the marketing object container 1404 The first party selects a marketing object(s) for insertion into the marketing object container 1406 The attribute and selected marketing object(s) are sent to be associated with the marketing object container and automatically presented on the webpage

Fig. 15



1500 Provide a marketing object container associated with a first party 1502 Associate the first marketing object container with a first website, wherein the first website is associated with a second party 1504 Associate a second marketing object container with a second website, wherein the second marketing object container is associated with the first party and the second website is associated with a third party 1506 Associate a marketing attribute with the first marketing object container and automatically associate the marketing attribute with the second marketing object container 1508 Select a marketing object(s) for insertion into the first marketing object container and automatically inserting the marketing object(s) into the second marketing object container

Fig. 16



Rent out a first marketing object container to a first party, wherein the first marketing object container is presented in a first webpage controlled by a second party

Rent out a second marketing object container to the first party, wherein the second marketing object container is presented in a second webpage controlled by a third party

The first party associates an attribute with the first marketing object container and the same attribute is automatically associated with the second marketing object container

The first party selects a marketing object(s) for insertion into the first marketing object container

Automatically insert the selected marketing object(s) into the second marketing object container

Fig. 17

1600

1604

1602

1606

1608